

Utah Office of Tourism Board Meeting
James V. Hansen Birding & Wildlife Refuge Center
2155 W. Forrest Street
Brigham City, UT

September 15, 2006
10:00 a.m.

Present

Board Members

Kim McClelland
Colin Fryer
Bob Bonar
Steve Burr
Camille Cain

Georgianna Knudson
Bob Syrett
Steve Lindburg
Hans Fuegi
Shelleice Stokes

Staff

Leigh von der Esch
Mike Deaver
Elaine Watts
Stan Nance

Tracie Cayford
Kelly Day
Dave Williams

Guests

Red Oelerich
Nathan Rafferty
Thomas Cooke
Steve Driggs
Raelene Davis
Rick Maw
Joan Hammer
Monica Holdaway
Nan Anderson
Ross Reeder
Nikki Anderson
Drew Anderson
Julie Hollist
Arlene Ogden
Rick Kerd
DeVerle Wells
Paul Larsen
Susan Thackery
Meghan Sitcoske
Betsy Beneke
Rich Van Dyke
Garth Day

Organization

Outdoor Utah
Ski Utah
W Communications
W Communications
Ski Utah
Utah.com
Box Elder County Tourism
Box Elder Area Chamber
UTIC
Davis Area CVB
Bear River Valley Chamber
Bear River Valley Chamber
Cache Valley Visitors Bureau
Box Elder Tourism
Box Elder Tourism & Fair
Box Elder Tourism Council
Brigham City
Box Elder Economic Development
Town of Alta
Bear River Migratory Bird Refuge
Box Elder County Commissioner Candidate
Box Elder County

Welcome & Introductions

Kim called the meeting to order and welcomed those in attendance. He asked Georgianna to introduce some of the guests. She introduced Betsy Beneke and thanked her for hosting the meeting and Richard Van Dyke from the Idle Isle Café who supplied the gifts to those attending the meeting. Kim asked those in attendance to introduce themselves.

Minutes

Kim asked if there were any additions or changes to the minutes of the June 28 meeting. Bob Syrett noted that on page 2 under the bullet heading 'Increase National Park and State Park visits', the last dollar amount currently reads \$18,494.080 and it needs to be changed to \$18,494,080. Steve Lindburg made a motion to approve the minutes with that change, it was seconded by Bob Bonar and passed unanimously.

Co-op Report

Kim thanked the Co-op Committee for their work with the latest round of applications and asked Hans to present the recommendations from the committee. Hans thanked Dave and Kelly for their work with the committee. He reported that the applications were due on August 4, and 56 applications totaling \$2,756,185 were submitted. Each of the committee members reviewed and scored the applications individually without any discussion with each other. Applicants were invited to participate in an interview with the committee members either in person or by phone on September 11 and 12. The committee made a recommendation to fund the following applications:

1.	American Dream Foundation/Union Station Foundation	\$ 30,000.00
2.	Box Elder County Tourism Office	6,075.00
3.	Castle Country	2,502.00
4.	Davis Area Convention and Visitors Bureau	33,775.00
5.	Heber Valley Railroad Authority	15,000.00
6.	Historic District Improvement Company	20,900.00
7.	Huntsman World Senior Games	75,000.00
8.	Moab Arts Council	6,600.00
9.	Moab Music Festival	6,900.00
10.	Ogden Weber Convention and Visitors Bureau/Weber Co.	220,235.00
11.	Panguitch Main Street, Inc.	5,000.00
12.	Park City Convention and Visitors Bureau	250,000.00
13.	Park City Jazz Festival	25,000.00
14.	Park City Jazz Festival (IAJE)	25,000.00
15.	Park City Performing Arts Foundation	91,010.00
16.	Pioneer Theater Company	35,000.00
17.	Salt Lake Convention and Visitors Bureau	75,000.00
18.	Salt Lake CVB/Clark Planetarium, Utah Museum of Fine Arts,	
19.	Thanksgiving Point Institute, Red Butte Garden	75,000.00
19.	Utah Festival Opera Company	39,125.00
20.	Utah Shakespearean Festival	99,325.00
21.	Utah Ski & Snowboard Association / Ski Utah	132,000.00
22.	Wasatch Western Heritage, Inc.	12,000.00
23.	Wayne County Travel Council	11,360.26
24.	West Valley City	29,500.00
25.	Cache Valley Visitor Bureau/Box Elder County Tourism, Rich County Tourism	26,452.50
26.	Castle Country/Moab Area Travel, Dinosaurland, Moab, Canyon Country	16,899.00
27.	Dinosaurland Travel Board	7,652.50
28.	Four Corners Heritage Council	8,125.00
29.	Friends of the Moab Folk Festival	15,000.00

30.	Juab Travel Council	3,750.00
31.	Olde World Historical Council/Dickens' Christmas Festival	10,000.00
32.	Sevier County Travel Council	10,000.00
33.	Utah Valley Convention and Visitors Bureau	65,825.00
34.	American West Heritage Center	20,000.00
35.	America's Freedom Festival/Utah Valley Convention and Visitors Bureau	25,550.00
36.	Canyonlands USA	18,000.00
37.	Ogden Union Station Foundation/American Dream Foundation	7,550.00
38.	Red Rock Golf Trail	40,000.00
39.	Underdog Foundation - Park City Culinary, Wine & Ski Classic	6,146.00
40.	Alta Resort Association/Salt Lake Convention and Visitors Bureau	28,000.00
41.	Carbon County Fairgrounds and Exhibition/Events Center	6,551.00
42.	Castle Country/Visitor's Guide	16,500.00
43.	City of St. George - Community Arts and Exhibits Division	15,000.00
44.	City of St. George - Community Arts and Exhibits Division	7,500.00
45.	Heber Valley Chamber of Commerce - Golf Wasatch	25,000.00
46.	Heber Valley Chamber of Commerce – Snowmobiling	20,000.00
47.	Kimball Art Center	67,511.00
48.	Ogden Union Station Foundation/Golden Spike Heritage Foundation	36,000.00
49.	Sun Parks, Inc.	37,500.00
Total		\$1,861,819.26

The Co-op Committee also recommended that the remaining balance of \$521,918.87 be used for special opportunity co-op projects that might come along during the year.

Hans reported that the applications that were recommended for funding all received a score of 75 points or more from at least 3 members of the committee.

There was some discussion about the fact that not all of the funds were awarded and yet some of the applications were not funded. The committee members commented that they were aware that this question might come up, but they adhered to the guidelines even though there was money remaining in the fund. Steve Lindburg commented that the board members need to put some trust in the committee members because they spent a great deal of time and effort in this process, they were very conscientious, and the work was done fairly and with the right intent.

MOTION: Shelleice made a motion to accept the recommendation from the Co-op Committee to fund the applications as noted. The motion was seconded by Bob Syrett and passed. Colin voted against the motion.

Shelleice commented that she would like to discuss how we want to spend the remaining balance in the co-op fund as well as the timing for the next round of applications.

Marketing Committee Report

Leigh commented that W Communications has added Struck Communications to their organization as a major web based design company. Steve Driggs has joined W as a new member of their staff, and he will be working closely with the UOT account.

Shelleice stated that the Marketing Committee has been very busy over the summer, and she thanked Leigh, Mike and W Communications for their work.

She reported that the Marketing Committee reviewed 9 new TV campaigns, and they recommended going forward with 2 of them, one which will be put off for a year and the other to be used in the spring/summer campaign.

Steve Driggs showed boards for the Mormon Tabernacle Choir campaign idea, which would be put on hold for a year, and the baggage carousel idea. He recommended that the UOT proceed with the baggage carousel campaign for spring/summer 2007 and to continue working with the Choir to develop that idea.

MOTION: Shelliece made a motion to accept the baggage carousel idea for spring and summer 2007. The motion was seconded by Steve Lindburg and passed unanimously.

MOTION: Following discussion about the carousel campaign idea, Shelleice made a motion to advertise in enthusiast magazines to reach the person who reads that particular magazine, to expand the number of print ads, to emphasize our niche marketing icons, and to include an abundance of activity photos. The motion was seconded by Colin and carried unanimously.

Mike gave a presentation about the marketing activities that are currently in the market or on the drawing board, including a budget breakdown. The total marketing budget for FY07 is \$7,050,000, with \$4,230,000 for summer (February-August), \$2,115,000 for winter (August-February), and \$705,000 for a Special Opportunities Fund.

The budget breakdown for fall/winter 2006 is:

	\$ 1,772,234	Television
	119,569	Print
	143,197	On-line
	<u>80,000</u>	Travelocity
Total	\$ 2,115,000	

The budget breakdown for spring/summer 2007 is:

	\$ 2,000,000	Television
	750,000	Print
	750,000	On-line
	500,000	NTM Sponsorship
	195,000	American Parks Network
	<u>35,000</u>	AAA
Total	\$ 4,230,000	

MOTION: Bob Bonar made a motion to approve the recommendations of the Marketing Committee for the spring/summer 2007 marketing activities. The motion was seconded by Hans and carried unanimously.

Mike reported that one of the truck wraps is completed, and it has been spotted on the freeway. The goal is to have the others done and on the road by November. If anyone would like to submit photos to be used on the trucks, they can submit those to Thomas at W Communications.

Legislative Update

Nan reported that Utah participated in the Travel Leadership Summit in Washington DC earlier this week as one of only 35 states who sent delegates. They met with our Utah congressional delegation and participated in discussions regarding the importance of tourism in the economy. UTIC is focusing on visits to candidates throughout the state to educate them on this issue. They have organized a grass roots effort with local CVB's, county tourism offices, etc. to help in this education process.

Director's Report

Tracie reported that the UOT is continuing to be proactive by generating at least one press release each week. She will be participating in the Ski Utah Media Event in New York City next week. Leigh reported that Patti Denny participated in a German Sales Mission August 25 to September 3, and the board members could find a report in their folders listing the tour operators they met with.

New Business

Steve Lindburg reported that entities such as the Downtown Alliance, the Salt Lake Chamber, Salt Lake City, and others have joined forces to create a campaign titled "Downtown Rising" with the goal to revitalize downtown Salt Lake City. It is a wonderful plan and should be a very successful venture.

Public Comment

Nathan Rafferty commented that the 2007 Scenic Calendar very well done and he thanked Janice and her team for such a wonderful marketing tool.

Red Oelerich commented that the Outdoor Retailers Show held in Salt Lake City was a big success again. He noted that the outdoor industry adds \$730 billion to the economy, and the West is a big contributor to the figure.

Raelene Davis reported that Delta Airlines is working to get a direct route from Salt Lake to Paris, and they are soliciting letters of support for that route. Anyone who would like to write a letter can send them to Leigh or the Salt Lake Chamber. Kim asked if the board would like to submit a letter of support. It was agreed that Leigh will draft a letter from the board and see that it gets submitted.

Leigh is working with Roy Williams at the airport to put together a presentation.

Beth Gurrister stated that she appreciates the cooperative efforts that she sees from this board.

Steve Burr reported that he just returned from the National Extension Conference and has volunteered to host the 2009 Conference in Park City.

Next Meeting

The next meeting is scheduled for October 6 in Vernal with the location to be announced.